Contents

Education and Training Stem

Academic/Industry Relationships: A Challenge for Both Sides
Kris Sutliff 1

Are You Ready for Multimedia?
Cindy Currie, Carmie Boutin and Linda Mandra 3

Build it Right and They Will Come
David Gillette 7

Knowledge By Design:
A Critical Approach for the Design of Education and Training in the Next Millennium
Vincent E. Lasnik 8

Preparing to Teach Technical Writing
Donald C. Samson, Jr. 11

Strategies for Teaching Online Documentation
Martha C. Sammons, Tabatha Dillon and Melinda Hoffbauer 15

Studies in Hypertext: the Conversion of Traditional Texts into Web Sites
J.D. Applen 16

Technical Communication in Russia and the Czech Republic:
Observations and Opportunities
Chona Shumate, Sam Dragga, Lena Jacobson, Patricia Tegtmeier,
Celia Patterson and Patricia K. Cornette 19

The Distance Learning Experience:
Developing, Transmitting and Participating in Courses Delivered at a Distance
David Brauneis, Kim Scalzo and David Hans 24

The Virtual Classroom: Real-life Experiences of Distance Learners
Jeanette Evans, Susan González, Becky Roberts and Betty Roberts 28

Visually Teaching Technical Communication—Despite Technology
Robert J. Bonk 32

Web Pages, Interactive Interfaces and Worm Holes—The Next Generation of User Interface Designers
Carol Bahruth, Kirsten Brunner, David Hans, Vikki Hanast and Cheryl Loughlin 35

What I Did for My Summer Vacation: A Case Study of a Partnership Between a Product Information Department and a Local High School
Marc R. Larsen, Anthony Pastizzo, David Robinson and Melanie Silver 37

Information Design Stem

Conducting Usability Tests to Upgrade Your Web Sites
Susan M. J. Lester 42

Designing Bilingual Web Sites
Steve Chu 46

Designing Products for the International Environment—A Practical Guide
Bogo Vatovec, Carol Peterson, James V. Romano and Allen Strand 50

Designing Single Source Materials
Ann Rockley and JoAnn Hackos 53

Embedded Help—Meeting the Needs of Your Users
Paul Mueller 56

From Information to User Assitance:
A Support System for a User Technology Organization
Gretchen Hargis, Deidre Longo and Lindsay Bennion 57

From Online Help to Integrated User Assistance:
One Company's Journey Beyond the Online Help Paradigm
Craig Marion 61

Identifying Critical Content—An Alternative to the Outline
Stephen W. Murphy 65

Information Design Progression
Cheri W. Taylor, Phylise Banner, Stewart Florsheim, Karen Schriver ,
Marissa Levin, Beth Conney Lisberg, Marilyn Barrett O'Leary,
Susan M.J. Lester, Beth Mazur, Peggy Malecki and Bogo Vatovec 67

Moving a Community to the Web:
Creating Hyperviews:Online
Bill Bledsoe, Karen Mobley and Scott DeLoach 71

Mystery Fiction and the Technical Communicator:
Emotion Seperates Fiction from Fact
Ann S. Jennings 73

Presenting Quantitative Information Effectively
Naomi B. Robbins 74

Putting Show Me Demos to Work
Wendy Beren 76

Selecting the Appropriate Learning Products for Your Users
Stewart J. Florsheim 77

Stylesheet or Stylesite? A case study
Craig Hanoch 80

Tapping into Creativity
Phylise Banner, Patrick Hofmann, Robert Reynolds, Edward See
and Elinor Knodel 84

Teaching Eye-Catching Informational Graphics to Technical Graphic Students at Purdue University
Susan G. Miller 86

The Architecture of Designing Documents
Beth Conney Lisberg 90

The Role of an Intranet Information Architect
Joan E. Vaughn and Diedre Hayes 91

Using the Clustar Method for Single-Source Documentation
Jerilynne Altom and Tim Altom 93

Working with a Photographer
Christine A. Keefer and Jay A. Keefer 94

Management and Professional Development Stem

Becoming a Journal Author
George F. Hayhoe 97

Becoming a Journal Peer Reviewer
George F. Hayhoe 98

Beyond End-User Documentation: Opportunities for Technical Communicators
Joan E. Vaughn and Katie Walton 99

Building Effective Relationships with Engineers
Ginger K. Dwyer 102

Cadence Design Systems, Inc., Knowledge Transfer Plan Benchmarking
Julie Bradbury and JoAnn Hackos 104

Centralized versus Distributed Organizational Structures
JoAnn T. Hackos 106

Creating an Effective Business Plan
Lauren Y. Hansen 107

Delivering Bad News Effectively
(and Other Useful Communication Skills for Managers)
Barbara A. Giammona 108

Dilbert Goes Corporate ... or How to Navigate the Thorny
Thickets of Corporate America without Selling Your Soul
Dan Voss 109

Easy Tools for Documentation Management
Chona E. Shumate 110

Ethics in Action: A "No-Talk" Workshop
Lori Allen and Dan Voss 114

Excuses, Excuses, Excuses: A Manager's Guide
Dawn M. Stevens 115

Getting A Count: Recording Metrics In Documentation Plans
Garret H. Romaine 116

Global Transitions
JoAnn Hackos, Deborah Rosenquist and Jaap van der Meer 118

Go Home! An Introduction to Virtual Officing
Flo Wolfe Sharp 120

Graduate-Level Technical Communication Instruction in the United Kingdon
Thomas Barker and Anna Sallee 121

How to Promote Technical Communication Services in Your Organization
Bill Pollak 124

Improving the Writer Developer Relationship
Richard D. Colvin and Virginia Beecher 127

Key Roles in Developing Successful Online Help
Rebecca C. Hall 131

Let's Stop Writing Documentation and Start Working for the Users
JoAnn T. Hackos 134

Managing Large Localization Projects with Virtual Teams around the Globe
Marie-Anne deWarren and John Mulligan 136

Managing Means Growing with Your Team
Jean M. Jahnke 139

Managing Multiple Deliverables with a Small Staff
Diane Beadle 141

Online Help:
You Think It's Documentation but Your Company Thinks It's Software
Roberta A. Rupel and Peggy Schillinger 145

Perspectives on Management
Eloise Blanchard, Carol Gasser, Karen Peterson, Jennifer Square and Sandy Storey 149

Preparing for an Overseas Job
Leah Guren 153

Quality Online Help Development
Jeanette P. Evans 154

Revising Your Resume
Denise Mazza Panagakos and Renée Pauley 156

Stalking Information in its Natural Habitat
Leah Guren 157

Strategic Planning: Creating a Vision of the Future
JoAnn T. Hackos 158

Strategies for the Lone Writer
Becky Fleischer and Win Day 159

Teaming In A Publications Group
Margaret K. Morris, Patrice H. Zurvalec and Murrie W. Burgan 160

The Care and Feeding of Teams: Strategies for Team Leaders
Lauren Y. Hansen and Susan M.J. Lester 164

The Changing and Emerging Role of the Instructional Developer
Marissa Levin 165

The Road to Your Presidency
Conni E. Evans 168

Thriving Teams
Tiffany Ferrari 169

Tools for Your Management Toolkit
Sandy Storey 171

Training Technical Communicators at the 'Top of the World'
Lynn Perry 176

Walking Through Fires:
A Case Study of Implementing a Formal Documenation Development Process
Frank Watson 181

What Makes a Great Entry-Level Candidate?
Leah Guren, Donna Sakson and Shirley Hancock 185

Winning Them Over: Demonstrating the Value of Technical Communication
Carol Gasser and Lianna L. Fahey 188

Theory and Research

Designing and Implementing Technical Communication Research
Beverly B. Zimmerman 190

Developing and Implementing Effective Web-based Surveys
Susan Andrews and Susan Feinberg 191

Electronic Editing: Results of a Dual-Mode Survey
David Dayton 195

From Data Drought to Factoid Flood:
Reinforcing the Banks of the River of Communication
ReaEtta M. Dahm 197

ISO 9001: "Of TC, by TC, and for TC"
Nobuyoshi Shidahara 201

Method to Evaluate Manuals and Online Help
Raji Santhanam 204

Not Getting Personal: Assessing Website Effectiveness
Marsha Durham 207

Pictures for Procedures
Robert Krull 209

Prototyping Your Process, Team and Tools Improving the Usability at Work
Karen L. Mobley and Judith R. Fisher 213

Providing Sequencing Cues for Non-Linear Text
Diane M. Borgwardt 217

Quality and Information Product Development
Jeanette P. Evans 220

Quality Management: Fire Fighting to Fire Prevention
Christina M. Downs 222

Quality Metrics
Eric Mallory 226

The Basics Of Quality
Robbie Rupel, Lori Fisher, Don Lenk, Ralph E. Robinson and Richard Colvin 229

The Emergence and Evolution of a Research Project
David Dayton 232

The Evolution of Knowledge Management within NCR Corporation
Maria Guiao Babilon and Mary Ann Kabel 234

Trends In Future Technical Communication
Arto Lammintaus 239

Usability Progression: Catching the Main Currents in Usability
Judith Ramey, Stephanie Rosenbaum, Janice (Ginny) Redish, Dick Miller, Chauncey Wilson, Deborah Hinderer, Dee Hayes, Whitney Quesenbery, Barbara Mirel, Katherine Brennan Murphy and Cherie Luckhurst 243

User-Driven Documentation: From Usability Testing to User Guide
Scott A. Butler, Jennifer L. Giordano and Myron M. Shawala III 246

Workplace Genres as Outcomes of Affiliated Professions' Interests and Practices
Roger Munger 250

Tools and Technology Stem

Anything That Can Go Wrong: Lessons Learned from A Decade of Toolkit Documentation
Joseph E. van Oss 254

Authoring and Viewing Hybrid CD-ROMs
Gabriel Lanyi 255

Cascading Style Sheets Tutorial
Ken Jackson and Sonya Keene 256

Color in Technical Documents for Paper, Web, and PDF
Ken Jackson and Sonya Keene 257

Corporate Intranets: Your Job is Never Over
Michele Gordon and Brett Fielo 258

Creating Multimedia Hardware Procedures with ShowMe™ How
Rick Barron, Steve Hix, Paul Lorence and Jenny R. Redfern 260

Creating Online Acrobat Documents with Word
Tommy K. Teague 265

Creating Online Help from FrameMaker Files Using WebWorks Publisher
Sarah S. O'Keefe and Sheila A. Loring 266

Creating Single-Sourced Information Products
Dawn M. Stevens and Ann Rockley 267

Cross Platform Publishing
Dan Knoerndel 270

Designing Lotus Notes Databases for Global Collaboration
Elinor L. Knodel, Donald J. Green and Faye Smith 271

FrameMaker Document Management
Harold Lloyd 273

Hands-on XML and Round Trip HTML for Technical Communicators
Katriel Reichman 275

How We Built Our Tech Pubs Intranet Site With Cheap Stuff
Joseph E. van Oss, Ina L. Mutschelknaus and Gerald F. Heiderschheit 276

Internationalization and Authoring for Multilingual Web Pages
Cathleen Adams 277

Jump into Digital Video for Multimedia
David Robbins, Kathleen Wyrwas and Alice Davinich 278

Knowledge Management: Managing your Company's Most Valuable Asset
Jamie Marie Vorhes 283

Linguistic Issues in Authoring for Technology-enabled Translation
Juan-Carlos Rivas 286

Online, On Time:
Developing an Online Documentation System Using Five Easy Tools
Lori Wright and Sandy Sledge 287

Project Management in Technology-Enabled Translation
Amy L. Driggs 288

Technology-Enabled Translation
Winfield Scott Bennett 289

Terminology Management: Six Steps to a Custom Solution
Elizabeth Filippo 290

The Virtual Classroom
James Prekeges 294

Using Animation to Explain Technical Concepts
Mary Ellen Coleman and Cheryl D. Loughlin 297

Using Databases to Manage Online Documenation
Karen M. Attubato 299

Using HTML to Deliver Context-Sensitive Online Help
Roberta A. Rupel 300

Using Tools in a Fast-Cycle, Flexible Environment:
Solutions and Tips for Working with Associates at Other Locations
Delores S. Peterson 301

Using Tools in a Fast-Cycle, Flexible Environment:
Streamlining Software Documentation with Info Slicing
Anne C. Burkholder 302

Web Development 101:
The Technical Writers' Consumer Guide to Web Design Materials
Michael Doyle, Jennifer Fink, Heidi Hansen, Jessica Larcom and Jennifer Square 303

XML Adoption for Document-Based Applications
Brad Young and Randy Clark 305

Writing and Editing Stem

Ask the Indexer:
Get Answers to your Indexing Questions from Experienced Technical Indexers
Peg Mauer, Larry Bonura, Dick Evans and Joan K. Griffitts 309

Assembly Instructions for a Correct Sentence: The Sentence Diagram
Ann S. Jennings 310

Basic Indexing Workshop
Freya Winsberg 311

Contracting and Consulting for Policies & Procedures Engagements
Raymond E. Urgo 312

Creating Award-Winning Computer Servicing Documentation
Dennis T. Nelson and Donald C. Phippen 313

Deadly Sins of Technical Writing
Donna H. Cox and Loretta F. Albert 314

Designing Installation Manuals Used in Various User Environments
Yuji Shimosaka 315

Diagnosing and Curing Writer's Block Paralysis in the Workplace
Carolee C. Ketelaar 317

Documenting Procedures After the Sole Subject Expert Has Left the Organization
Audrey Cielinski Kessler 321

Edit Your Index: A Checklist for Efficient Editing
Barbara E. Cohen 323

Editing Fiction: Do You Dare?
Ann S. Jennings 325

Electronic Editing in Technical Communication: "Different Strokes for Different Folks"
David Dayton 328

Embedded Indexing in Framemaker™
Peg Mauer 330

Expand Your Income by Writing for Magazines
Beth Agnew 334

Finding the Perfect Match—Writing Requests for Proposals
Marsha Durham 335

High Tech Marketing Communication: The Method Behind the Madness
Beth Gallob 336

How to Edit an Index: A Workshop
William L. Collins and Karen J. Hamilton 338

How to Write Successful Direct Marketing Letters
Gem Smith 339

Indexing for Your Audience: Writing Indexes that Work
Jane Bratun 340

Indexing Without Page Numbers
Seth A. Maislin 341

Making Technical Reviews More Efficient
Janice Gelb 342

New Directions in Technical Indexing
Peg Mauer, Darci Balius, Jerry Bidondo and Ellen Fenwick 344

Secrets of Journalism Revealed!
Pamela S. Ecker 346

So How Fast do you Want this Index?
Peg Mauer, Frances Lennie, Maria Coughlin and Alexandra Nickerson 347

Teaching Science Writing
Donald C. Samson, Jr. 348

Technical Editors:
Are We Our Own Worst Enemies? Strategies for Working with Authors
Don Zimmerman and Charlotte Taylor 351

The Paragraph: the Weak Link in Corporate Communication?
Stephen W. Murphy 355

Tips for Writers Who Have to Teach a Writing Class
Susan B. Moore 358

Too Little, Too Much—A Reviewer's Dilemma
Tharun Kumar Unni 359

Two-Minutes: Ethics in the 20th Century and the 21st
Andrew Malcolm 362

Write a Winning Technical Book Review
Avon J. Murphy 363

Writing Clear Policies and Procedures with Playscript
J. Richard Fleming 364

Writing for Results
Rich Maggiani and Allison Brochu 368

Writing Procedures Like a Pro: The "How To" of "How To's"
Rebecca J. Edgerton and Jill Nicholson 369

Post-Conference Workshops

Conducting Mail, Telephone, and Online Surveys—1999
Donald E. Zimmerman 370

Converting FrameMaker to HTML
Ken Jackson and Sonya Keene 371

Creating More Effective Graphs: Trellis Display
Naomi B. Robbins 372

Designing an Information Set for Single Sourcing
Mark Baker 374

Documentation for ISO 9000
Ralph E. Robinson 375

Introduction to Information Film, Video and Multimedia Script Design
S. M. (Marty) Shelton 377

Providing On-the-Job Writing Training to Nonwriters
Rebecca J. Edgerton and Jill Nicholson 378

Successful Independent Consulting Workshop
Douglas Florzak 379